

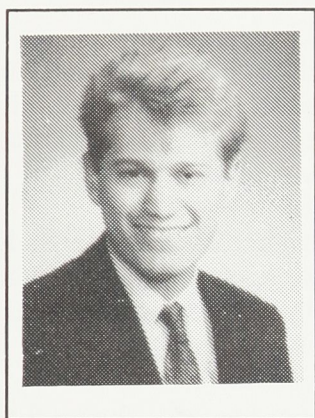
The Old Gal Gazette

A Publication of Alpha Sigma Phi Fraternity

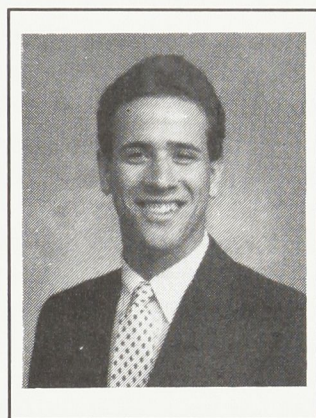
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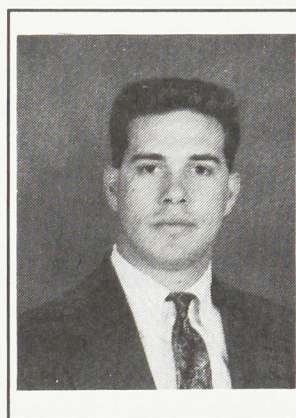
NATIONAL NEWS



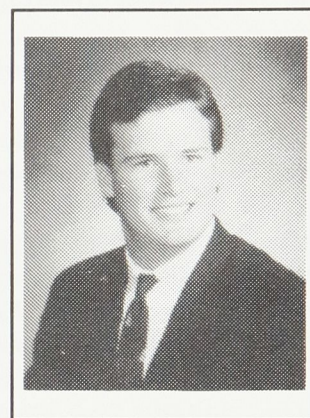
D. Todd Harris



Edward W. Lenane



Michael E. Macfarlane



J. Warren Smith III

FRATERNITY HIRES THREE NEW EMPLOYEES: LENANE RECEIVES PROMOTION

John R. Chaney, Executive Vice President, proudly announces the hiring of three new employees and the promotion of **Edward W. Lenane, Plattsburgh '88** to Senior Chapter Leadership Consultant.

D. Todd Harris, U.C.L.A. '90 as the first-ever Assistant Director of Chapter Services/Expansion.

Michael E. Macfarlane, Longwood '90 as Chapter Leadership Consultant.

J. Warren Smith III, Barton '90 as Chapter Leadership Consultant.

Many of you may remember Ed as a Chapter Leadership Consultant who visited your chapter this year or last spring. He has gained tremendous experience and knowledge traveling the last one and a half years for the Fraternity.

Ed graduated in December 1991 from SUNY-Plattsburgh with a degree in Secondary Education/Physics. His new responsibilities will include developing and enhancing programs focused on character development, brotherhood development, and leadership development for all undergraduate members. Specifically, he will direct the national province program, design and recruit new Chapter Advisory Teams (CAT) for all chapters, and develop new resources and materials for chapter use. He will also play a major role in assisting expansion efforts and organizing and implementing two premier Alpha Sig conferences, the National Leadership Conference and the upcoming President's Academy of Leadership (PAL).

Todd Harris will be receiving a degree in History this summer from U.C.L.A. He currently boasts a 3.45 GPA. Todd has served on the Fraternity's National Advisory Committee on Expansion, as Province President for Provinces I and II, and as Alpha Zeta Chapter's Homecoming Chair.

Todd's main responsibility will focus on developing and implementing programs to increase membership in Alpha Sigma Phi, primarily by recruiting new interest groups and colonies. In other words, Todd will be responsible for the fraternity's expansion efforts. In fact, if you are aware of prime expansion opportunities, Todd asks that you please call him at 310-824-1627, or write him at 525 Landfair Avenue, Los Angeles, CA 90024.

Mike will graduate in May from Longwood College with a degree in Business Administration. For his chapter, he served as President, Recording Secretary, Corresponding Secretary, and also as the Chair for the Committee on Standards and Ethics at last year's National Convention.

For his Interfraternity Council, Mike served as President and Secretary, as a member on the Expansion Committee, and represented his campus at UIFI (Undergraduate Interfraternity Institute) last summer. Mike's activities also include GAMMA (Greeks Advocating the Mature Management of Alcohol), Varsity Soccer, and Camerata Singers.

Warren, also a Business Administration major, will graduate this spring with his bachelor's degree from Barton College (formerly Atlantic Christian College) in Wilson, NC. Warren served his Fraternity in many ways. He served his chapter as President, Marshal, Treasurer, Pledge Educator, Alumni Director, and Scholarship Director.

Nationally, he acted as the Province VII President, Conference Coordinator, and as an Undergraduate Representative to the Grand Council's Alumni Operations Committee. For his contributions, Warren received the Frank F. Hargear Memorial Award in 1992, given annually to the most outstanding undergraduate brother in the nation.

Mike and Warren will travel during the next school year, perhaps to your chapter. They will offer professional consultation to brothers they meet, develop and present programs and seminars that will meet your needs, and help you in our Fraternity's quest "To Better the Man."

FIELD OF DREAMS: WILL THEY COME?

Someone made the analogy the other day between the way Greeks "rush" and the Kevin Costner movie *Field of Dreams*. "If you build it, they will come," is the memorable line from that movie. The analogy is simple.

Far too many members, chapters and IFCs suffer from the *Field of Dreams* fantasy. That is, they are stuck in the "if it's rush they will come" mentality. Even more erroneous is the ever popular, "if we open our chapter doors and have a big rush party, they will come" way of thinking. Chapters put up banners and flyers, rush chairs finalize logistics, and then members wait. However, unlike the fairytale ending in the movie, the rush reality of the 90s is not as inspiring.

Numbers are down across the country. Making correlations between decreasing enrollments and decreasing rush numbers is the easy way to rationalize the problem, but the challenge is more complicated. At issue is this; fraternities and sororities are operating with a rush system that served the Greek world well during the boom years of the 90s. In 1993, however, a new way to rush must be discussed and implemented.

OUR RUSH MARKET - An effective plan must take into effect the student market. Who are these men who are potential members? What do they need? What are their wants? What are their backgrounds? What are their values and beliefs? Research from the UCLA Higher Education Research Institute's study, *The American Freshman*, answers some of these questions.

- *More and more first-year students are indicating that they feel it is essential or very important to "help others who are in difficulty."* The implications for fraternities are obvious. If men in the rush market are interested in serving others, fraternities need to give them what they value. Do not simply talk about all the philanthropies that the Greeks do; involve men on campus in hands-on community service projects. This will change perceptions about Greeks while assisting those in the community.



- *The top two concerns of first-year students are friends and academics.* Everyone needs companionship, especially at college. At the same time, new students are worried about making adequate grades. Oftentimes, people believe the friendships that are created in fraternities are done while sacrificing good academic performance. Therefore, many students settle for friends they find in residence halls instead of the brotherhood they could develop in fraternities. Show non-affiliated students how fraternities and sororities will give them a support network and help them with their grades.
- *Students are increasingly coming from single-parent families, dysfunctional families or latch-key situations.* These students have learned to be independent but desire the family experience they may have missed growing up. Fraternities and sororities are ideal organizations for these students who need and want an organized peers support group.
- *More and more students on campuses are first generation college students.* If students come from homes where their parents did not attend college (and obviously were not part of a Greek system), they will be less likely to join because fraternity is generally not seen as an option in their eyes. To change this, fraternity and sorority members need to be open and honest about membership intake practice and let first-generation college students know that they do fit within the organization.
- *Top two reasons for attending college are to get a good job and to make more money.* Are fraternities and sororities a help or a hindrance in this goal? Do prospective members understand how fraternity, alumni/alumnae and networking will help them in this regard? Can fraternity and sorority members explain the opportunities for leadership, financial development and responsibility gained by membership?
- *Students are consumer-oriented.* Many college students work, receive aid or are on scholarship. How does membership in a fraternity affect these students? Do fraternities and sororities require too much of their time? As consumers, is the "Greek" product worth the investment of time and money? Fraternities need to use the appropriate members who can respond to these inquiries with first-hand experience.
- *Only fifteen percent of college students receive their baccalaureate degree in four years.* Simply put, if eighty-five percent of the market takes five years or more to graduate, why do fraternities and sororities concentrate so heavily on first-year students? Sophomores are the largest untapped pool of potential members on campus. Many of them will be good members for three or four years. Do not be afraid to recruit second and third year students and older than average students as well. These students have usually proven themselves academically and are generally more involved on campus.
- *By the year 2000 one in four Americans will be African-American, Hispanic or Asian.* Many students of color cannot picture themselves as a member in a historically white organization. Unless they are actively recruited, many will miss the opportunity to join in a diverse and enriching brotherhood.

Again, if the perception is that "I don't belong," nothing is going to change that perception except a personal experience—someone asking the non-affiliated student to belong, to join.

PERCEPTIONS OF FRATERNITIES - Perception is truth. Student perceptions of fraternities in the market must be understood. If someone were to randomly ask a non-affiliated student on campus to give a one word description of fraternity, responses would likely include these common negative perceptions:

* elitist * parties * insensitive * anti-intellectual * animal house * expensive

Think back to the market, remember who they are and their needs. Now re-read the list of perceptions. Is there a gap? If students on college campuses are in need of certain things, come from diverse backgrounds, and are concerned about important issues and they perceive our product (fraternity) is flawed (negative perceptions), will these same students flock to join? Will the *Field of Dreams* fantasy come true? Probably not.

TURNING THINGS AROUND - How do fraternities and sororities stop the decline? To start, think about the market in three groups. Basically, students on college campuses can be classified into three groups. They either will always join, never join or "maybe" join.

The always joiners are legacies or students who have experienced a first-hand, direct, positive contact with a fraternity man or sorority woman. Examples are sons, nephews, brothers, best friends, family acquaintances and neighbors of fraternity men or women. Their perception of fraternities and sororities is positive because of the personal introduction they have received.

Never joiners are students who do not value activities. They will never join a fraternity or probably any other organization.

Who are the maybe joiners? Everyone else. Maybe joiners include: sophomores, transfers, students of color, commuters, international students, first-generation college students, academically-minded students, jocks, juniors, seniors, older-than-average students, loners and more. The trick is to turn the maybe joiners into always joiners. How? Always joiners have one thing in common: a personal, positive, face-to-face experience with a fraternity or sorority member.

DIRECT CONTACT IS KEY - What fraternities and sororities need to do is get these maybe joiners into *direct* contact with fraternity and sorority members. Maybe joiners probably will not seek out fraternity and sorority members; remember the earlier comments on perception. It's not that they don't like us, it's just that they are misinformed about who Greeks are and what fraternity is about. Fraternity and sorority members need to get into contact with the maybe joiners, and go directly to them. Outreach.

Many current Greeks were once maybe joiners who became joiners because one, maybe two, members took the extra initiative to make the difference. They made a friend first. Fraternity came later. Any time a non-Greek comes into contact with a Greek, *the ability to influence perceptions is possible*. The key is to make as many friends as possible with non-affiliated students. After you have made friends, talking about fraternity will be easy and asking them to join will come naturally.

Knowing that many college students value community service and are looking for ways to invest their energy in service, fraternity members can create direct contact by opening up chapter and IFC sponsored service projects. An all-out effort to recruit students to participate in projects involving [Canine Companions for Independence] will pay off. A better public image will be created. Affiliated and non-affiliated students will give back to the community. Fraternity will be seen in a different way by many. Perceptions will change. Memberships will grow. *Direct contact is key*. Fraternity men must go out and meet non-affiliated men. One person can make the difference with a maybe joiner!

- Campus Commentary

DATES TO REMEMBER

April	23	Annual Chapter Report is due
	23	Application due for Gary A. Anderson Award
	23	Summer <u>Tomahawk</u> report is due
	30	Inform Headquarters of Chapter Officers' summer addresses
May	1	Delta Beta Xi Award nominations due
	1	NLC registration fee increases \$30 today
	1	Final date to submit copy for spring issue of newsletter
June	15	NLC Scholarship applications due
July	1	Academic Scholarship and Grant-in-Aid applications due
August	4-8	National Leadership Conference, Somerset Marriott Hotel, Somerset, NJ
	6-8	Volunteer Alumni Conference, Somerset Marriott Hotel, Somerset, NJ



PLEGDED TO THE SEVEN POINTS



MU CHAPTER, University of Washington: Sean M. Burrow, Steven R. Daly, Michael C. Miller, William W. Simmons and Brian P. Burrow on April 2, 1993.

ALPHA NU CHAPTER, Westminster College: Matthew Edward Berry, Kirk Josef Celko, Samuel Carl Cunningham, Aaron John Ekiert, Brian Dale Engelmores, Luca Jon Passarelli, Matthew Thane Rohrbauck, Andrew Michael Tatusko, Robert John Vitello, Keith Andrew Wilkinson and Andrew Sheehan Erb on March 7, 1993.

BETA PSI CHAPTER, Rensselaer Polytechnic Institute: Anthony Basile, Alexander Svirsky and Greg Vozzo on February 19, 1993.

GAMMA ALPHA CHAPTER, Ohio Northern University: Mark Nemenz and Tom Perkins on March 9, 1993.

GAMMA THETA CHAPTER, University of Miami: Jose A. Fuentes, Patricio Villorio and Lokesh Harjani on February 8, 1993.

GAMMA RHO CHAPTER, Lycoming College: Brian Keith Partash, Kevin Lee Barrick, David William Shaver and Richard James Villamil III on March 17, 1993.

GAMMA CHI CHAPTER, Indiana University: Michael Marchese, Dave Wilson, Ryan Smith, Brian Capo, Jason Williams, Carl Foreman, Alex Debonis, Mike Kellogg and David Centanni on February 22, 1993.

DELTA MU CHAPTER, William Paterson College: Garrison William Brainard, Jonathan C. Eigner, Anthony Hampel and Jorge Enrique Pertuz on February 22, 1993.

DELTA PI CHAPTER, University of Delaware: Jeffrey William Barnes, Thomas Richard Bowen, Gary Matthew Epstein, Steven Michael Gdowik, Timothy Edward Lengkeek, Jeffrey Rodan Preininger, Dietrich Alexander Schuhl and Bogden Michael Zaborowski on March 21, 1993.

INITIATED INTO THE MYSTIC CIRCLE



GAMMA THETA CHAPTER, University of Miami: Christopher Blanco, Nathan Lowstuter, Mark Dube', Roberto Ortiz, Michael A. Capiro, Gerardo Mujica, Gabriel Navarro, Eric Wong, Konstantine Kokorelis, Ignacio Seguarola, Richard Perez, Manuel Vazquez, Alberto Alvarez, Jonathan Wasserman, Alejandro Estalella, Edward Leon, Carlos Mas and Ricardo Romagosa on February 5, 1993.

The *Old Gal Gazette* is published every two weeks during the academic year by the Fraternity Headquarters. It is distributed to all chapters, colonies, advisors and fraternity volunteers in an effort to keep all informed of their Fraternity's activities, plans and progress.

News items for the Gazette may be sent to: Alpha Sigma Phi Fraternity Headquarters, P. O. Box 838, Delaware, OH 43015-0838.

IDEAS FROM THE ROAD

The Chapter Leadership Consultants of Alpha Sigma Phi travel through the country assisting the chapter and learning new ideas from each chapter they visit. "Ideas from the Road" is a special feature of the *Old Gal Gazette* in which the Consultants will share some of the different ideas they feel are noteworthy and explain how they can be implemented at your chapter.

If you have a question about one of the ideas ask the Chapter Leadership Consultant visiting your chapter or contact Jeffery S. Owens, Director of Chapter Services/Expansion at the Headquarters, (614)363-1911.

Goal: To learn the Fraternity history.

Idea: Create a timeline of Fraternity history.

Seen in action at: Alpha Psi Chapter, Presbyterian College

Officer/Committee Chairman responsible for implementing the idea: Pledge Educator(s)

How to implement the idea in your chapter:

The Pledge Educator should attain butcher paper or several poster boards, creating a long stretch of working surface. To create the timeline, start by drawing a line across the middle of the surface, then calibrating it from 1845 to present. Then using the "To Better The Man" as a guide, add applicable dates and significant events of the fraternity. Remember to include both national and local history. Include founding dates, mergers, and other significant events over time.

The end product will result in a wall chart of Alpha Sigma Phi history. When completed hang the wall chart for all the brothers to see. The visual representation is a great reminder for all the brothers about our heritage over time.

Benefits to your chapter:

Through the process of creating the wall chart, those involved will gain a working knowledge of the Fraternity's history. This approach is effective because it is hands on, and provides a visual product, along with being more fun and interesting than other conventional methods of teaching.

* * * * *

NOTE: If your chapter has an idea they would like to see included in the "IDEAS FROM THE ROAD" section of the *Old Gal Gazette* talk to the Chapter Leadership Consultant visiting your chapter or contact the Fraternity Headquarters at 12 Lexington Blvd., P.O. Box 838, Delaware, OH, 43015, (614) 363-1911.